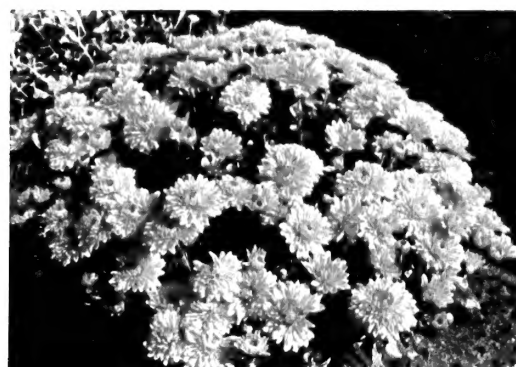




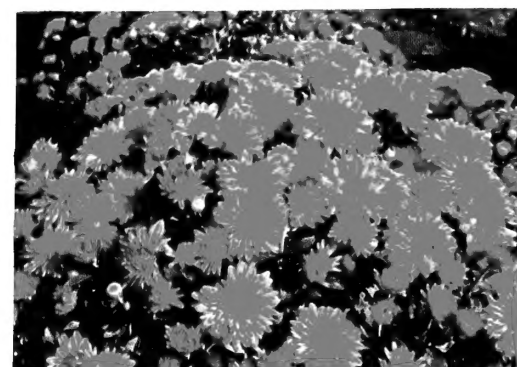
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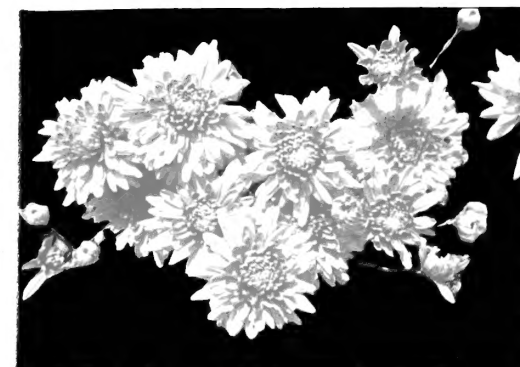
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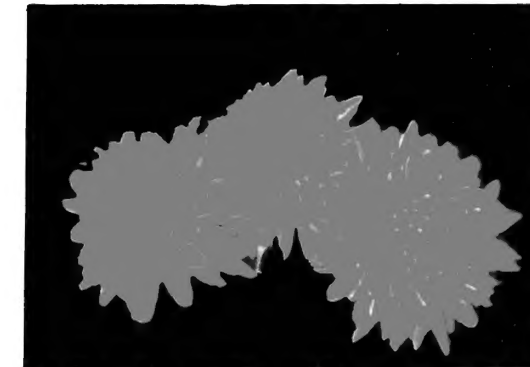
Cameo



Maple Mound



Joyous



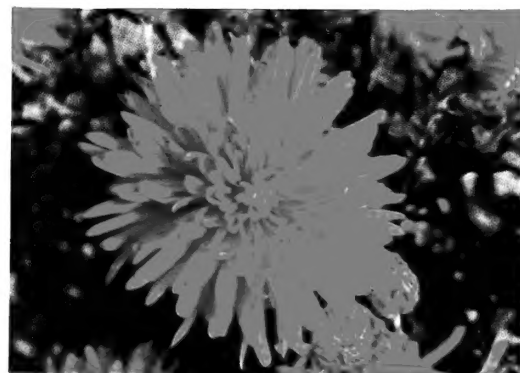
King's Ransom

1961

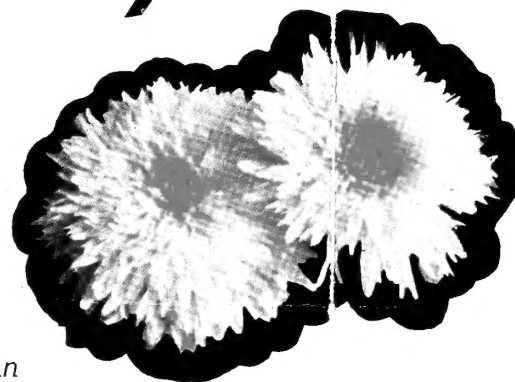
Garden Mums

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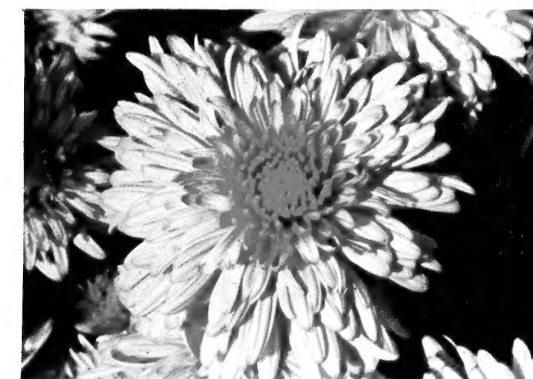
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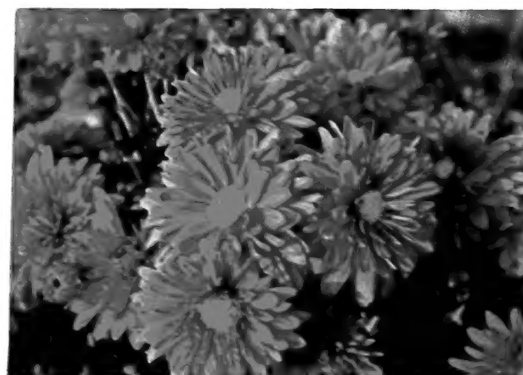
Raggedy Ann



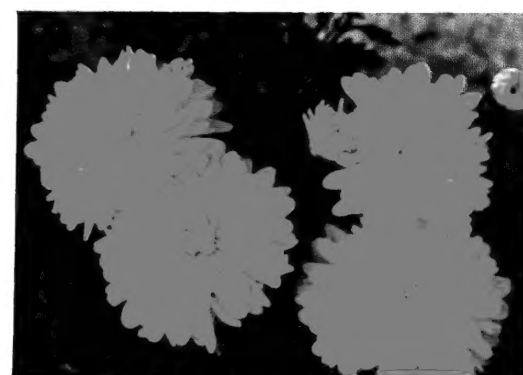
Lyric



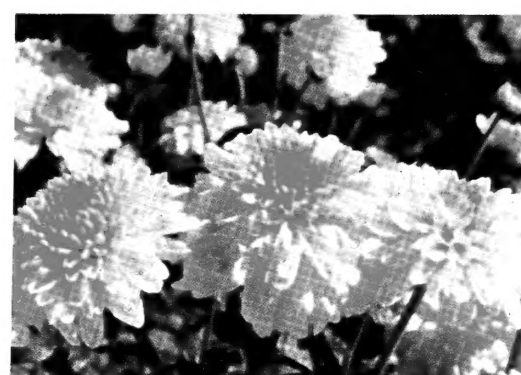
Sparkling



Orinoco



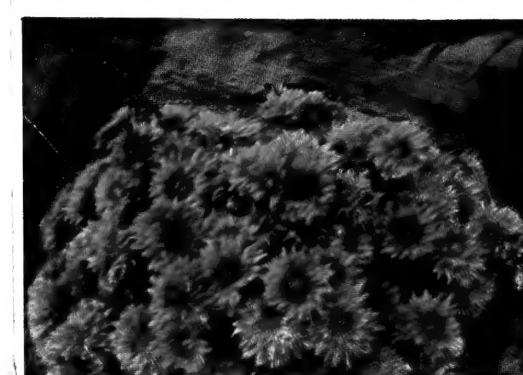
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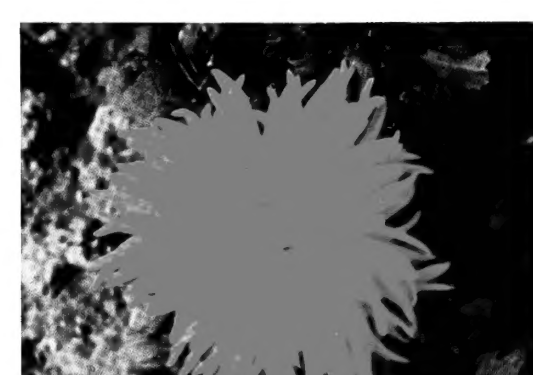
Mitsie



Minnpink



Ruby Mound



Cortis Rice

62

GARDEN MUMS for SPRING SALES

There are two most practical ways in which Mums are easily sold during the spring selling season.

1. The production of garden mums as spring flowering plants is common practice today. Plants in flower, make for an easy selection when customers are purchasing bedding-out material.

Most commercial growers are now familiar with the method by which Garden Mums are brought into flower for the mid-May sales period, but the basic technique stands repeating. A single cutting is potted to a three-inch pot on March 2, pinched March 9, and grown at 60° nights. No shade, no lights. You will have the opportunity selling the blooming plant thru the 'Mother's Day' and 'Decoration Day' season, offering clients that color appeal they desire when making purchases. If any plants are left on hand after the spring-rush season ends, or after flowers fade, the plant can be pruned back partially and lined out and grown on for fall.

2. Important too is the development of garden mums in small pots or trays as pinched plants, bushy and non-blooming, just right and just ready for planting in the home garden. Use this 1961 color poster in your sales area.

To produce bedding plants for your spring selling season, cuttings should be potted or transplanted about 30 days ahead of merchandising, making the pinch one week after planting and running temperatures on the cool side to inhibit bud set.

Many of the garden varieties are suitable for flowering in spring pots. We list a few of the better ones.

White
Ostosa
White Rice
Chris Columbus
Corsage Cushion
Jessamine Williams
Lyric
Mitsie

Bronze & Red
Bronze Queen
Lawrence Blaney
Tiny Rubies
Lipstick
Remembrance
Dolli-ette
Toronto

Yellow
Pomponette
King's Ransom
Yellow Chris. Columbus
Chiquita
Newton
Yellow Spoon
Yellow Pomponette

Pink & Lavender
Minnpink
Purple Waters
Spellbound
Ann Ladygo
Joybringer
Mischief
Fuchsia Fairy

CR SB 115 29073
THE BEST — 1961

Garden Mums

"He who plants a garden, plants happiness"

—Old Chinese Proverb

Plant America!

— TO INCREASE SALES

MUMS FOR FIELD PLANTING

Many growers plant to the field only for the fall trade. Have you considered urging people to buy clumps in late summer instead of waiting until plants show color or are in full bloom? At best, the selling season is short, especially when sales are not started until the field is in full bloom. By encouraging a late summer planting in gardens — mums will

establish better for a good fall show, at the same time permit you to grow better plants for them than they could hope to achieve, and thereby give you a longer selling season. A point to remember, if you do field-plant, be sure to first pot or transplant cuttings for a hardening off period before lining out to field rows. It pays!

MUM VARIETIES and TYPES

After more than 25 years in the quantity production of Garden Mums for the wholesale trade, the greatest demand remains among varieties exhibiting the largest mass of flowers in good, intense, lasting colors. In this category are varieties of cushion form and the varieties of bushy habit which offer a profuse display of bloom.

Among other popular kinds today, though production volume is considerably less compared to the cushions and regular types, are novelties such as spoons and footballs — the giants. In studying commercial buying habits, it has been observed there is interest in the novelties, though once the ultimate buyer makes a visual comparison between the very large,

sparse flowered types, and between the massive display shown on short and medium height types, then the decision is made to purchase the latter. This points to the gardening need, not for a single, spectacular flower, on plants often tall and leggy, but for short and medium height plants, bearing larger flowers — borne in real profusion. This is understandable, people are alike and exacting in their wants in garden flowers — they want plants in the garden which supply both landscape effect for long periods and cutting material suitable for inside decoration. On this list are varieties found best to fulfill this market, and effort is made each year to further improve the selection for you.

USE THIS 1961 GARDEN MUM POSTER IN YOUR SALES DISPLAY

White

	Height	Flowering Date
CRYSTAL MAID. Cream white, low growing, non-fading	Med.	Sept. 15
MARTIN'S WHITE. Large pure white, compact and bushy	Short	Sept. 15
NANOOK. Cream white flowers. Cushion	Short	Sept. 15
POWDERPUFF. White in wide mounds. Cushion	Short	Sept. 20
PRAIRIE MOON. Cream-white, 3½", disbud for football	Tall	Sept. 20
PRINCESS KAY. Pure alabaster-white, strong stems	Tall	Sept. 20
JESSAMINE WILLIAMS. Quilled white spoon; prolific	Med.	Sept. 25
OSTOSA. Large glistening white; low growing	Short	Sept. 25
RAGGEDY ANN. White carnation flowered cushion	Short	Sept. 25
SHALIMAR. Creamy white, large flowers; sturdy growth	Med.	Sept. 25
WHITE RICE. Fully double, 2-inch white pompons	Short	Sept. 25
CHRIS COLUMBUS. Cream white; large and vigorous	Med.	Oct. 1
CORSAGE CUSHION. Opening white, shading to pink	Short	Oct. 1
JACK FROST. Stocky, well balanced, profuse blush-white	Short	Oct. 1
JULIE B. Early white, small button. Cushion	Short	Oct. 1
SPINDRIFT. White with cream center, 3-inch flowers	Med.	Oct. 1
AVALANCHE. Large shaggy white with cream center	Med.	Oct. 5
GLACIER. White to blush-white	Short	Oct. 5
LYRIC. White cushion, immaculate single	Short	Oct. 5
MITsie. Small white pompon, short and spreading	Med.	Oct. 5
WHITE CLOUD. Pure white, large, vigorous	Med.	Oct. 5
CLASSIC. Pure white, medium pompon. Fine for cutting	Tall	Oct. 10

Pink & Lavender

	Height	Flowering Date
CECIL BEED. Deep lavender-pink; free flowering	Med.	Sept. 15
GREMLIN. Orchid pink pompon; low growing	Short	Sept. 15
MINNEHAHA. 2½-inch flowers of coral pink, cushion	Short	Sept. 15
ORCHID HELEN. Orchid-pink; sturdy and strong	Short	Sept. 15
COQUETTE. Rose-pink cushion for early season	Short	Sept. 20
MINNPINK. Clear rose-pink cushion	Short	Sept. 20
AMELIA. Lavender pink cushion, excellent old timer	Short	Sept. 25
CAMEO. A short, perfectly rounded globe, pink cushion	Short	Sept. 25
CECELIA. Purple cushion; globular habit	Short	Sept. 25
JOAN HELEN. Garnet-purple, shading to crimson	Short	Sept. 25
PINK SPOON CUSHION. Pink; large, full flower	Short	Sept. 25
PURPLE CUSHION. Purple-red flowers; shapely habit	Short	Sept. 25
PURPLE QUEEN. Deep purple cushion; fine growth habit	Short	Sept. 25
PURPLE WATERS. Early deep purple, 3-inch flowers	Med.	Sept. 25
ROSE QUEEN. Rose red; shapely cushion habit	Short	Sept. 25
SEPTEMBER CHEER. Vivid pink; cushion habit	Short	Sept. 25
SEPTEMBER DAWN. Rose-pink; prolific short pink	Short	Sept. 25
SPELLBOUND. Brilliant lavender. Medium double flowers	Med.	Sept. 25
ARISTOCRAT. Deep cerise overcast claret; sturdy	Med.	Sept. 28
ALERT. Large, dark purple with a silvery cast	Med.	Sept. 28
SALUTE. Deep purple flowers. Cushion	Short	Sept. 28
ALLEGRO. Shrimp-pink shaded copper. Cushion type	Med.	Oct. 1
EVELYN DEVANEY. True shell-pink; vigorous and clear	Med.	Oct. 1
FUCHSIA FAIRY. Profuse, light pink cushion	Short	Oct. 1
HELEN BOGUE. Massive light purple; disbud for football	Med.	Oct. 1
JOYOUS. Lavender rosy-pink cushion. Prolific bloom	Short	Oct. 1
LOVELY LASS. Delicate pink. Cushion	Short	Oct. 1
OLD LAVENDER. Large pure lavender; strong and sturdy	Tall	Oct. 1
PATRICIA LEHMAN. Sparkling peach-pink	Med.	Oct. 1
STYLISH. Large deep rose flushed raspberry-cerise	Med.	Oct. 1
SPARKLING. 3-inch rose-geranium pink; lustrous foliage	Med.	Oct. 1
ANN LADYGO. Pink anemone cushion; flowers in mass	Short	Oct. 5
BETTY. Bright salmon-pink; large, upright, sturdy	Tall	Oct. 5
JOYBRINGER. Salmon-rose, large pompon; wide growth	Short	Oct. 5
MAJOR CUSHION. Lavender-rose cushion; rounded habit	Short	Oct. 5
MISCHIEF. Rosy red, bold yellow centers	Med.	Oct. 5

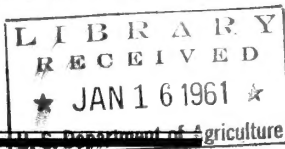
Bronze & Red

	Height	Flowering Date
AUTUMNSONG. Early wine-red shading to carmine. Cushion	Short	Sept. 10
TECUMSEH. Red aging to buffy bronze. Cushion	Short	Sept. 10
APRICOT GLOW. Rich apricot-bronze. Cushion	Short	Sept. 15
DANDY. Upright cushion, reddish bronze	Med.	Sept. 15
EARLY CRIMSON. Early flowering bright crimson	Med.	Sept. 15
EARLY HARVEST. Mahogany orange cushion	Short	Sept. 15
POMPONETTE. Golden-bronze, medium pompon; long season	Short	Sept. 20
BRONZE QUEEN. Copper bronze pompon; cushion habit	Short	Sept. 20
FLAMBOYANT. Flaming orange bronze; stately and lively	Med.	Sept. 20
GEORGE LUXTON. Soft bronze; early season	Med.	Sept. 20
MINNBRONZE. Bronze cushion; petite habit	Short	Sept. 20
TORONTO. Rich coppery-bronze; cushion-like	Short	Sept. 20
CAMPAIGNER. 3-inch cactus, bronze-gold; rich autumn color	Med.	Sept. 22
RUBY MOUND. Bright ruby-red cushion, long lasting	Short	Sept. 22
COMMANDER CUSHION. Red cushion; massive display	Short	Sept. 25
CROWNING GLORY. Orange overcast coral, 3-inch blooms	Tall	Sept. 25
LAWRENCE BLANEY. Orange red, decorative	Med.	Sept. 25
ORINOCO. Crimson cushion, non-fading, rounded habit	Short	Sept. 25
RED ELF. Cushion habit, red pompon	Short	Sept. 25
MAHOGANY CUSHION. Jasper red cushion, broad and round	Short	Sept. 25
MIKADO. Turish red; large and massive football type	Tall	Sept. 25
ROUGE CUSHION. Red with yellow center. Semi-cushion	Med.	Sept. 25
SCARLET CRIMSON. Glowing bright red; in mounds	Med.	Sept. 28
ADMIRATION. A rich chamois; balanced habit	Med.	Oct. 1
CHOCOLATE DROP. Oxblood red button, excellent cut	Med.	Oct. 1
DAN FOLEY. Tangerine-orange scarlet; cushion habit	Short	Oct. 1
LIPSTICK. Brilliant red. Mid-season cushion	Short	Oct. 1
REDWOOD. Clean orange-red cushion	Short	Oct. 1
ROYALIST. Ox-blood red pompon	Med.	Oct. 1
RUBESCENT CUSHION. Ruby red cushion, short, spreading	Short	Oct. 1
COURAGEOUS. Dark ruby-red, large double flowers	Med.	Oct. 1
ELITE CUSHION. Apricot-bronze cushion; shades of October	Short	Oct. 5
HUNTSMAN. Scarlet orange. A good cut flower	Tall	Oct. 5
INDIAN RED. Indian rust color; unique, large	Med.	Oct. 5
RED VELVET. Deep velvety crimson. Sturdy and strong	Med.	Oct. 5
REMEMBRANCE. Dark carmine red, holding color	Med.	Oct. 5
TINY RUBIES. Hunters-red daisies, low cushion	Short	Oct. 5
DOLLI-ETTE. Showy, golden bronze spoon	Med.	Oct. 10

Yellow

	Height	Flowering Date
CORTIS RICE. Large buttercup-yellow, disbud for football	Tall	Sept. 10
CREAMPUFF. Light yellow sport of Powderpuff. Cushion	Short	Sept. 15
EARLY GOLD. Bright golden-yellow medium pompon	Short	Sept. 15
LEMON DROP. Lemon-yellow, small button pompon. Cushion	Short	Sept. 15
MARTIN'S YELLOW. Short growing, large yellow	Short	Sept. 15
ORANGE & GOLD CUSHION. A striking blend of orange-gold	Short	Sept. 15
PATHFINDER. Bright gold with deeply serrated petals	Med.	Sept. 15
YELLOW CUSHION. Soft yellow cushion. Long season	Short	Sept. 15
YELLOW POMPONETTE. Yellow, med. pompon; long season	Short	Sept. 15
GOLDEN FANTASY. Bright golden carnation flower	Short	Sept. 20
GOLD BUTTON. Deep golden yellow; early & lasting	Med.	Sept. 20
TONKA. Stocky habit, 3½" deep yellow	Med.	Sept. 20
LEE DICK. Lemon-yellow pompon. Cushion	Short	Sept. 25
MAPLE MOUND. Bronze cushion, shading to yellow	Short	Sept. 25
ASTORIA. Deep lemon pompon; excellent habit	Med.	Sept. 25
BUTTERSCOTCH. Huge golden-yellow with bronze tints	Med.	Sept. 28
GOLD RIBBON. Light orange to deep yellow. Pompon button	Short	Oct. 1
JOHN MILBRATH. Football type, yellow incurve	Med.	Oct. 1
KING'S RANSOM. Sturdy golden-yellow; eye catching	Med.	Oct. 1
MOJAVE GOLD. Huge flowers of sparkling golden-bronze	Med.	Oct. 1
MOONLIGHT. Soft clear yellow, large pompon	Med.	Oct. 1
YELLOW CHRIS COLUMBUS. Bright lemon; vigorous	Med.	Oct. 1
CHARLES NYE. Deep lemon, large pompon; sturdy	Med.	Oct. 5
CHIKUITA. Lemon-yellow, small pompon. Cushion	Short	Oct. 5
LEE POWELL. Chinese-yellow flowers in large size	Med.	Oct. 5
NEWTON. Large golden-yellow; disbud for football	Med.	Oct. 5
YELLOW SPOON. Bright clear yellow spoon; novelty	Med.	Oct. 5
YELLOW SUPREME. Bright lemon-yellow. Cushion	Short	Oct. 5
RUBY BREITHAUPT. Primrose-yellow; disbud for football	Med.	Oct. 10

1961 GARDEN MUMS
CUNNINGHAM GARDENS
INCORPORATED
WALDRON, INDIANA



1961 GARDEN MUMS

GYPSOPHILA (Babysbreath)

PRICE SCHEDULE

**250 @ 1000 rate. Quantities in multiples of 25 only;
we are wholesale producers.**

BRISTOL FAIRY.

Price: 25 @ \$5.50; 100 @ \$20.00; 1000 @ \$180.00.

PERFECTA.

Price: 25 @ \$6.25; 100 @ \$22.00; 1000 @ \$200.00.

PINK FAIRY.

Price: 25 @ \$6.25; 100 @ \$22.00; 1000 @ \$200.00.

Cunningham Gardens

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WALDRON, INDIANA**

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PRICE SCHEDULE

(Prices are based upon the quantity of each variety ordered)

25 rooted cuttings, one variety	@ \$2.00 per unit
50 rate, one variety	@ \$3.50 per unit
100 rate, one variety	@ \$6.00 per 100
500 rate, one variety	@ \$5.50 per 100

The above prices are for YOUR selection of varieties

SHIPPING INFORMATION

- DELIVERIES.** All orders are shipped, F.O.B. Indiana, via Railway Express collect, unless otherwise directed. If parcel post shipments are desired be sure to allow sufficient postage with your order. Excess parcel post funds are refunded.
- CLAIMS.** Cuttings are well rooted and in thriving condition when accepted by the transportation company. OUR RESPONSIBILITY CEASES WHEN THE DELIVERING CARRIER ACCEPTS SHIPMENT. If damage should occur enroute, have your AGENT inspect shipment and assist you in properly filing the claim for loss. In any event advise us at once should there be damage or loss in transit.
- PACKAGING.** We are aware of the variable conditions which prevail in shipping perishable plants. Our packaging assures safe arrival of cuttings, if properly handled in transit.
- SUBSTITUTION.** When substitution is permitted, equal or better varieties are used, attempting to further improve the selection. Often very minor substitution, if permitted, will complete an order in full in one shipment, thus eliminate the delay and expense of subsequent shipment. Please designate on your order if you cannot accept minor substitution.
- AVAILABILITY.** Rooted cuttings are in production until July 15th. 25 of each variety is the minimum that can be supplied, and all quantities must be in multiples of 25 because of the package design. MINIMUM REGULAR ORDER, 300 rooted cuttings. MINIMUM COLLECTION ORDER, 500 rooted cuttings.
- DISCOUNT POLICY.** 30 day advance orders with remittance: 3%. Charge orders: 2% 10 days. All invoices are due and payable 30 days after invoice date; payment should accompany all orders unless credit has been established. 1% interest per month charged on past due accounts.
- LIMITATION OF WARRANTY.** We warrant to the extent of the purchase price, that rooted cuttings sold are as described, within recognized tolerance. We give no other or further warranty, express or implied.

1961 COLLECTION RATES — VARIETIES OUR SELECTION

Balanced Assortment of Colors

Collection No. 1	Collection No. 2	Collection No. 3	Collection No. 4
To flower for spring sales	Cushion, Garden, spoon, football and daisy.	Cushion varieties only	Varieties best for cutting

These collections are designed and offered with you, the grower and merchandiser, in mind. Collections are available as an aid to rapid expedition of rush orders, and thereby permit prices more reasonable to you. Also, collections are made available in case you are not completely familiar with all varieties and so you can depend upon our experience in selection and evaluation. Just let us know the types preferred.

COLLECTION PRICES	500 R. C.	@ \$ 28.00	MINIMUM COLLECTION ORDER — 500 R. C.
	800 R. C.	@ \$ 44.00	
	1000 R. C.	@ \$ 54.00	
	2000 R. C.	@ \$105.00	
	5000 R. C.	@ \$250.00	

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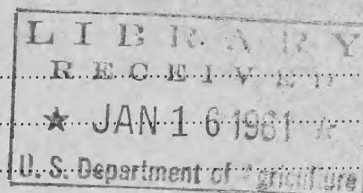
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WALDRON, INDIANA

1961 ORDER SHEET

Sold To

Ship To



Date of Order

Shipping Date

Ship Via

Amount Enclosed

1961 PRICE SCHEDULE

25 of one variety	\$2.00 per unit
50 rate, one variety	\$3.50 per unit
100 rate, one variety	\$6.00 per 100
500 rate, one variety	\$5.50 per 100

SUBSTITUTIONS PERMITTED ☐

NO SUBSTITUTIONS PERMITTED ☐

Minimum regular order, 300 rooted cuttings

Minimum collection order, 500 rooted cuttings

White			Pink & Lavender			Yellow			Bronze & Red		
Quan.	Variety	Amt.	Quan.	Variety	Amt.	Quan.	Variety	Amt.	Quan.	Variety	Amt.
.....	Crystal Maid	Joan Helen	Lemon Drop	Early Crimson
.....	Martin's White	Pink Spoon Cushion	Martin's Yellow	Early Harvest
.....	Nanook	Purple Cushion	Orange - Gold Cush.	Pomponette
.....	Powderpuff	Purple Queen	Pathfinder	Bronze Queen
.....	Prairie Moon	Purple Waters	Yellow Cushion	Flamboyant
.....	Princess Kay	Rose Queen	Yellow Pomponette	George Luxton
.....	Jessamine Williams	September Cheer	Golden Fantasy	Minnbronze
.....	Ostosa	September Dawn	Gold Button	Toronto
.....	Raggedy Ann	Spellbound	Tonka	Campaigner
.....	Shalimar	Aristocrat	Lee Dick	Ruby Mound
.....	White Rice	Alert	Maple Mound	Commander Cush.
.....	Chris Columbus	Salute	Astoria	Crowning Glory
.....	Corsage Cushion	Allegro	Butterscotch	Lawrence Blaney
.....	Jack Frost	Evelyn Devaney	Gold Ribbon	Orinoco
.....	Julie B.	Fuchsia Fairy	John Milbrath	Red Elf
.....	Spindrift	Helen Bogue	King's Ransom	Mahogany Cushion
.....	Avalanche	Joyous	Mojave Gold	Mikado
.....	Glacier	Lovely Lass	Moonlight	Rouge Cushion
.....	Lyric	Old Lavender	Yel. Chris Columbus	Scarlet Crimson
.....	Mitsie	Patricia Lehman	Charles Nye	Admiration
.....	White Cloud	Stylish	Chiquita	Chocolate Drop
.....	Classic	Sparkling	Lee Powell	Dan Foley
Pink & Lavender			Ann Ladygo	Newton	Lipstick
			Betty	Yellow Spoon	Redwood
			Joybringer	Yellow Supreme	Royalist
			Major Cushion	Ruby Breithaupt	Rubescant Cushion
			Mischief	Courageous
Yellow			Bronze & Red			Autumnsong	Elite Cushion
						Tecumseh	Huntsman
						Apricot Glow	Indian Red
						Dandy	Red Velvet
						Remembrance
.....	Cecil Beed	Cortis Rice	Tiny Rubies
.....	Gremlin	Creampuff	Dolli-ette
.....	Minnehaha	Early Gold		
.....	Orchid Helen		
.....	Coquette		
.....	Minnpink		
.....	Amelia		
.....	Cameo		
.....	Cecelia		

Remember! You SAVE by using the 30-day early order, cash remittance, discount. This 3% discount is your cash saving, and it allows us a period of at least 30 days to schedule your order and to serve you better.

Cunningham Gardens

INCORPORATED

WALDRON, INDIANA

GYPSOPHILA

Babysbreath

The following varieties are offered as 2¼" plants, developed in peat pots, produced for the garden store merchandiser, the florist and nurseryman, and for the cut flower plantsman. Shipments are made throughout all the spring months, March, April, May and June. The plants are own-root propagated, most ideal for developing vigorous, thriving plants.



Pink Fairy

BRISTOL FAIRY. The standard of perfection in double babysbreath. Pure-white flowers, nicely spaced, on stems just right for floral use. The home gardener also accepts this large flowered variety as the ideal white for perennial garden planting.

PERFECTA. The Bristol Fairy variety originated in 1927, and still retains great popularity today, but now a new one is available with larger flowers, though more widely spaced. Stem lengths are the same and foliage and habit is similar. So, in Perfecta, the larger flower is its exquisite feature.

PINK FAIRY. For many years a really good pink babysbreath has been needed, one distinguished by large flowers, supported on plants even and tidy in habit. The flower size of Pink Fairy is comparable to Perfecta, often ½" across, fully double, a bright clear pink. The short flower stems, however, are better adapted to small floral arrangements or corsage work, and low, spreading growth permits extensive use in the hardy garden — where a good pink babysbreath is especially needed. This new variety is sure to become very popular, and stand as a leader for many years.

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WALDRON, INDIANA

